

# Quote

the weekly digest

Volume 35—Number 13

Week of March 30, 1958

Here one bill-poster says to another, "But no, after you!" The slogan, "Courtesy in 1958" is a theme of the World's Fair which is soon to open in Brussels.



— Mais non, après vous !

Reprinted from *Pourquoi Pas?* (Brussels)

18<sup>th</sup> year of publication

## QUESTING WITH

## Quote

There is a force rampant in the world which, in our alliterative way, we have come to term the Media Mania. American ad men, it would seem, are sitting up nights plotting new areas of invasion. And we are not very happy about it.

One of the more recent purveyors is an outfit called Cosmo Panels, operating in the N Y area. They have lined up 1500 ap't bldgs and purpose to set up 16 posters in each lobby. But why should this enterprising entrepreneur pause thus at the very threshold of Opportunity? An attractive permanent panel on the south wall of the dinette, emphasizing the virtues of a new and noisier cereal might well change the habits of a household. And surely built-in bulletin boards in boudoir and bath carry profit potentials not to be lightly cast aside. If a man's castle is to be given over to commercial cacophony, let's go the whole hog.

Pursuing further the trail of media madness, an enterprising Buffalo stationer named Ben Dahlke suggests to Postmaster Gen'l Arthur E Summerfield that postal cancelling machines be equipped to print slogans for commercial advertisers. Dahlke points out that this space is now donated

to such organizations as Red Cross and Cancer Society. Uncle Sam, he concludes, might as well get some revenue out of it—and incidentally cut down the postal deficit. Certainly a consummation devoutly to be wished. But we see one possible complication: How is Gen'l Motors going to react if their billets arrive at destination bearing an invitation to view the Ford Family of Fine Cars?

In Tokyo, as in Topeka, merchants face a chronic personnel problem. Their attractive clerks are getting married at a rate that involves constant replenishing of the ranks.

Last month a Japanese dep't store mgr observed ruefully to Rob't Trumbull, of the *N Y Times*: "When we advertised, 'Everything for a wedding' we really didn't intend to include the brides! Customers are taking us much too literally. Our pretty sales girls are disappearing faster than we can train new ones!"

Caskie Stinnett rep'ts that an art school in Chicago provides Saturday instruction for children. Here the primary grades are concerned only with primary colors. The class is called, appropriately enough, "Three Little Pigments."

may we QUOTE



you on that?

[1] Sec'y of State JOHN FOSTER DULLES, *on student riots in Indonesia*: "I am not overly concerned. When I was a student at the Sorbonne in Paris I used to riot myself from time to time. I don't remember now which side I was on; that goes to prove students just like to riot." . . . [2] Sen LYNDON B JOHNSON (D-Tex), *on anticipated presidential veto of bill to freeze farm price supports*: "It is hard to believe that the President can veto a bill which does nothing basically except say that the Gov't can make conditions no worse on the farm than they are already." . . . [3] Lord BEAVERBROOK, *in an editorial in London Sunday Express, urging that, if necessary, Prime Minister Macmillan go to the summit alone with Russia*: "If, as a result of negotiations with Krushchev, Mr Macmillan brings home the bacon, then he can ask Pres Eisenhower to sit down with him and take part in the feast." . . . [4] UAW spokesman, *on negotiations with auto makers*: "Look, the companies have us over a barrel. It's a bad time to get anything. I don't know if things will be any better a yr from now, but they couldn't be much worse." . . . [5] Spokesman for Washington's Cherry Blossom Festival, *which opened last wk, sans blossoms*: "There's nothing we can do. We've tried smudge pots; we've tried hormones to speed the blossoms. Nothing works." . . . [6] Rear Adm H G RICKOVER, *on problem of education*: "Intellectual training

can be combined with home training only when schools are residential, as are the famed English public schools.

In a short school day there is not time to do both. I suggest we turn back to the home what is properly the function of the home and permit the schools to concentrate on what is properly their function—the education of young minds." . . . [7] Dr HARRISON BROWN, Calif Inst of Technology: "The Japanese voluntarily send me much information on subjects in which I am interested. It is easier to obtain information (on fall-out and H-bomb detection) from the Japanese than from our own gov't." . . . [8] Dr FRANK FIGGE, researcher, American Cancer Society: "A person who gives up smoking after 6 or 8 yrs may do himself no good at all if he is among the 10% susceptible to lung cancer. If he isn't susceptible—and apparently 90% of the population isn't—he can smoke until doomsday and it won't hurt." . . . [9] GORDON S WHITE, Jr, sports writer, *N Y Times*, *on baseball spring training*: "It doesn't rain in Fla every day; games are played once in awhile." . . . [10] Pvt ELVIS PRESLEY, *on his army hair cut*: "This is the shortest my hair has been in 8 yrs. It will be a long time before it's longer."

*Quote*

## moving finger



There's a story of a young and inexperienced salesman who was demonstrating a meat-slicer to a small German grocer in the Cincinnati area. The demonstration went well; the grocer showed obvious interest. Finally the salesman asked his prospect if he was satisfied with the machine. The merchant nodded assent. "Then," asked the somewhat puzzled vendor, "why don't you buy?"

"Vell," replied the grocer, "vy don't you ask me?"

The story has a certain apposite value in this period of slackening trade. Have we, a nation of astute caterers, lost the knack of *asking for an order*? Have we gone soft in our selling? And is this condition in some degree responsible for our present plight? A good many people are beginning to wonder.

At a recent meeting of the Cleveland Advertising Club a questionnaire was passed out to the 226 persons present. The form listed 12 items and asked: "Has anybody since Jan 1 (by phone or in per-

son) asked you to buy any of the following?" The 1st 5 items on the list were: An automobile; Home Appliances; Office Appliances; A house; A fur coat.

Some 27% of respondents ans'd "no" to all questions. The remainder ans'd "yes" as follows: An automobile, 16%; Home appliances, 4%; Office Appliances, 16%; A house, 7%; Fur coat, less than 1%.

Certainly we are not so naive as to suggest that "soft selling" is wholly responsible for our ills. But it seems rather obvious on accumulating evidence that a nation priding itself on super-salesmanship is making a sorry showing at a time when energetic effort is indicated.

An exec of the Babson Statistical Organization tells of an associate who stopped in at an auto showroom. "Just looking around," explained the prospect. "How's business?" Said the salesman: "Terrible. We have had only one telephone inquiry today."

The departing prospect stifled an urge to ask, "And how many telephone inquiries have *you* made today?"

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# *Quote* the weekly digest

'He who never quotes, is never quoted'

Charles Haddon Spurgeon



## AGE—Longevity—1

The odds that today's newlyweds will live to celebrate their golden wedding anniversary together are twice as good as they were 50 yrs ago. — *Horizons*, syndicated by Cambridge Assoc's, Boston.

## AGRICULTURE—2

Electricity was in use by 94 per cent of farm operator families in 1956. Telephones were reported by 52 per cent of these farms, automobiles by 74 per cent, running water by 64 per cent, tv by 53 per cent, and home freezers by 39 per cent.—*Agricultural Mktg Service*.

## BEHAVIOR—3

If all the concern about sputniks will cause mankind to look toward the heavens instead of the ground, maybe something worthwhile will result.—*Danville (Ind) Gazette*.

" "

Give the best you've got today. That's a recipe for a better tomorrow.—*Treasures*, Bruce Memorials, Ft Scott, Kans.

## BIBLE—4

The dear old lady in the book store indignantly rejected the modernized version of the Bible, and demanded, "The original English, just as Saint James wrote it."—JAS McKINNEY & ELTON HOCKING, "The Modern Language Class," *NEA Jnl*.

## BIBLE—5

"To my early knowledge of the Bible," said Ruskin, "I owe the best part of my taste in literature, and the most precious, and on the whole, the one essential part of my education." This is the testimony of Sir Edwin Arnold: "I owe my education as a writer more to the Bible than to any hundred books that could be named."—R H MARTIN, "The Bible and Public Education," *Watchman-Examiner*.

## CHILD—Training—6

The greatest thing a child in a decent home can have is time on his hands—time to dream, time to imagine, to make. Until a child can meet reality, he must live in fantasy. But he must create his own fantasy. It must not be provided for him. And here is tv's 1st damage; it provides ten million children with the same fantasy, ready-made and on a platter. — MARYA MANNES, "The Values We Are Sold," *Ethical Outlook*, 3-4-'58.

## CHRISTIANITY—7

Christianity requires the participants to come out of the grandstand and on to the playing field.—*Brotherhood Jnl*, Southern Baptist Convention.

*Quote*

# washington

By Les & Liz  
Carpenter



Pity the poor District of Columbia commissioners. They must answer both to the Republican President and the Democratic Congress. And right now they are in a particularly tough spot. The time has come to decide who gets the 1st 1,000 auto license plates—and at least 25,000 high-placed local citizens with important political contacts would like license numbers under 1,000.

" "

*It has just been discovered that the Washington Psychoanalytic Society has no couch in its local headquarters.*

" "

Hostess Perle Mesta, whose life has been filled with many unusual adventures, has confessed a longing to be the 1st woman to go to the moon. To further this desire she recently gave an elegant dinner party in honor of Dr Wernher Von Braun, the man responsible for sending the *Explorer* into orbit. She made him promise that no U S space ship would leave for the moon without her.

" "

*Since the successful hoisting of the Explorer and the Navy's Vanguard satellite, a sign, devised by some wag, has disappeared from the missile section of the Pentagon. It read: "Out to launch."*

*Quote*

## CHURCH—8

Unquestionably there is not another institution in the world that talks as much and does as little as the church. Any factory that req'd as much raw mat'l for so small a finished product as does the church would go bankrupt in six months. I have often thought that if one-tenth of one per cent of the prayers made in the churches of any ordinary American village on one Sunday were ans'd the country would be transformed overnight.—Editorial, *Alliance Witness*.

## COMMUNISM—9

Communists want to control everything: where you live, where you work, what you are paid, what you think, what street cars you ride (or whether you walk), how your children are educated, what you may not and must read and write.—J EDGAR HOOVER, *Masters of Deceit* (Holt).

## COMMUNISTS—10

The Soviets might become more afraid of the Chinese Frankenstein they have created than they are of the peace-loving West. The Chinese already outnumber the Russians 311 to 111.—THOS E DEWEY, statesman.

## DEBT—11

People are so deeply in debt that it takes \$50 million a yr to pay back part of the principal and the interest charges. After people have paid their taxes, 17¢ of every remaining dollar must go to repayment of debts. This compares with 6¢ of each dollar in '46 and 11¢ in '50.—Sen RICHARD L NEUBERGER, of Ore, *Townsend Nat'l Wkly*.



## mining the magazines

In *Chemical & Engineering News* (3-3-'58) Dr Wernher Von Braun, the Army rocket expert, has an arresting article titled, "Can We Withstand the Acid Test?" The Soviet challenge, he points out, is by no means restricted to military technology. It goes far beyond the realms of politics and armies. "What we are about to discover is whether a nation which has rated its homerun sluggers and its fullbacks above its scientists and philosophers, can meet the competition of aggressive Communism and still preserve its way of life."

" "

*Esquire* (March) carries an article by Malcolm Muggeridge in which he expresses the apprehension that the English-language nations are becoming too "tetchy" and taking themselves much too seriously. "Both Britain and the U S are, it seems to me, in process of becoming conformist societies. . . . I am more frightened by this movement toward conformism and away from laughter than I am of the hydrogen bomb or the sputnik. . . . The ultimate safeguard is perhaps not atomic weapons, larger and better bases, louder radio stations, but more fools. The foolishness of man, Blake wrote, is the wisdom of God; and it may well be that those who seek to suppress or limit laughter are more dangerous than all the subversive conspiracies which the FBI has, or ever will uncover. Laughter, in

*Revue* (Munich) tells of a class of 11-yr-olds pretending to conduct a session of the UN. One lad asked to represent Russia and was readily given permission. When the session began the "Russian delegate" promptly arose and left!

" "

fact, is the most effective of all subversive conspiracies, and it operates on our side."

" "

*Sales Management* points out that today many a businessman feels he has to keep up his appearance for job security or personal reasons. And the reconstruction process can be expensive: \$165 toupee; \$200 contact lenses; \$250 sandpapering facial blemishes; \$3,000 teeth caps; \$1,000 face lift; \$200 machine for exercise; \$1.95 lifeguard shorts; \$24.95 elevator shoes. Total, \$4,841.90.

" "

In *Today's Health*, Dr Noah D Fabricant presents some facts on snorers and snoring: One American in 8 is a snorer, setting the total at something like 21 million. Yes, women snore quite as often as men, and their nocturnal noises are equally objectionable. If each snorer disturbs the sleep of only one other person, then obviously there are 21 million pretty unhappy listeners.

*Quote*

### DRINK—Drinking—12

For centuries, man has relied upon alcohol to resolve his difficulties and shortcomings. In its role as relaxing agent, the drug has become an escape mechanism, and more problems are created than existed originally. It is the wise man who learns how to relax without resorting to martinis. — Dr THEO R VAN DELLEN, physician and columnist.

### EDUCATION—13

We neglect education at our peril. Thos H Huxley, Victorian essayist and scientist, put it this way in his essay, "A Liberal Education": "Suppose it were perfectly certain that the life and fortune of every one of us would one day or other, depend upon his winning or losing a game of chess. Do you think we should look with disapprobation amounting to scorn upon the father who allowed his son, or the state which allowed its mbrs to grow up without knowing a pawn from a knight?"—*American School News*.

" "

When finishing my PhD at the Univ of Chicago, I was part of a small group of men in their middle 20's who had never done anything but study. We had no experience, but we had studied many yrs. We had one very wise prof, who used to look over his glasses at the few of us huddled there before him, and say: "You fellows are getting dumber and dumber by degrees."—MILLARD G ROBERTS, pres, Parsons College, "God Is the Beginning," *Pulpit Digest*, 1-'58.

*Quote*

### EVOLUTION—14

Man's embarrassment over being accused of having monkeys for ancestors can now cease. Someone has dug up an even less flattering skeleton in the evolutionary closet! Dr Lawrence S Dillon of Tex A & M has uncovered biological evidence that men—and all animals—are descended from sea-weeds. In fact, says Dr Dillon, we aren't animals at all — just a modified plant with legs. — *Execs' Digest*, syndicated by Cambridge Assoc's, Boston.

## *Quote* scrap book

Altho HENRY WHEELER SHAW (familiarily known as "Josh Billings") has been dead for nearly 75 yrs, a surprising number of his homespun sayings still find current usage. Here is one we clipped from Feb issue of Think, a magazine published by the Internat'l Business Machines Corp:

My son, observe the postage stamp! Its usefulness depends upon its ability to stick to one thing until it gets there.

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### EXAMPLE—15

An atheist once spent a few days with Fenelon and said, "If I stay with this man of God much longer, I shall become a Christian in spite of myself." The quiet, convincing argument of a holy life, and the consistent walk of the saint, Fenelon, had accomplished more in the life of an atheist than all of the theological arguments and discussions he had ever heard.—BILLY GRAHAM, "The Last Prayer Meeting," *Christian Observer*, 3-12-'58.



### EXPERIENCE—16

Experience is what you get from being inexperienced. — ARNOLD H GLASOW.

### FAMILY LIFE—17

If all the children of a family were placed side by side at a table without their parents, they would reach.—GRIFF NIBLACK, *Indianapolis News*.

### FREEDOM—18

Since primitive times, virtually all religious or social systems have attempted to maintain themselves by forbidding free criticism and analysis either of existing institutions or of the doctrine that sustains them; of democracy alone is it the cardinal principle that free criticism and analysis by all and sundry is the highest virtue.—CARL L BECKER, *Freedom & Responsibility in the American Way of Life* (Knopf).

" "

The innermost desire (of many people) is for an end to the "free for all." They want to eliminate free competition and the ruthless testing to which the individual is continually subjected in a free society. . . . Unless a man has the talents to make something of himself, freedom is an irksome burden.—ERIC HOFFER, *The True Believer* (Harper).

### FUTURE—19

Scientific education is not the only need of America today. Fully as important as progress in science are the promotion of American democracy and the preservation of peace. Survival in this age may be staked on science, but the bldg of peace calls for knowledge, insights,

and abilities of many kinds. Thus, the philosopher, the historian, the social scientist, the student of language and literature share with the scientist the promise of the future.—"The Contemporary Challenge to American Education," *NEA Jnl*, 3-58.

### GOOD—and Evil—20

Whenever I am conscious of the Devil's presence, I try to follow the formula once offered by a little girl: "When Satan knocks, I just send Christ to the door." — BILLY GRAHAM, "Why I Believe in the Devil," *This Wk Mag*, 3-2-'58.

" "

"The wicked flee when no man pursueth." But they make better time when the righteous go after them.—CHAS H PARKHURST, *Ethical Outlook*.

### HAPPINESS—21

An English newspaper asked this question: "Who are the happiest people on earth?" These were the 4 prize-winning answers:

A craftsman or artist whistling over a job well done.

A little child building sand castles.

A mother, after a busy day, bathing her baby.

A doctor who has finished a difficult and dangerous operation, and saved a human life.

No millionaires among these, one notices. No kings or emperors. Riches and rank, no matter how the world strives for them, do not make happy lives. — *Treasures*, Bruce Memorials, Ft Scott, Kans.

*Quote*



### Eight Little Words

*Twenty yrs ago, when the New Deal recovery had soured into a recession, WALTER MORROW, of the Scripps-Howard Newspapers, wrote a modern parable which seems to us worthy of repetition—altho we must, regretfully, present it in abbreviated form:*

A great and wise king ruled a populous and prosperous land. But a plague of poverty came. No one knew its cause.

The king summoned the wise men of the land and bade them prepare a simple text on economics, "so that I may find light and my people may be saved."

A yr and a day later the wise men ret'd. "Sire," said their spokesman, "we have here the work on economics, prepared at your behest. It has been reduced to 67 volumes, profusely illustrated with graphs and charts."

The king, exceedingly wroth, dismissed the wordy wiseacres and bade the palace guards chase them Extensively Elsewhere.

And it came to pass that as the monarch sat brooding, there approached a single venerable man of wisdom, so old, so feeble, he had fallen behind the group.

"Sire," he said, "I have reduced the mystery of economics to a single sentence. And these are the 8 little words:

"There ain't no such thing as a free lunch."

*Quote*

### HEAVEN—22

A Roman Catholic priest whose parish is in a slum in Liverpool, England, spent 3 days in a beautiful home with spacious grounds in Beverly Hills, Calif. As he took leave of his host he said, "It's perfectly beautiful here. I don't know how you are going to appreciate heaven!"—ROBT J McCRACKEN, "But—Who wants to Live Forever?" *Church Mgt*, 3-'58.

### HUMAN RELATIONS—23

I have a friend who likes to say, "I'm very fond of the human race. All my family have belonged to it, and some of my wife's family, too." In great seriousness, God is saying, life is saying, "You must join the human race. You must learn the higher word of God—co-operation. Without co-operation, without the law of love in human relations, there is no answer to the problem of bread." — J WALLACE HAMILTON, *Who Goes There?* (Fleming H Revell).

### IDEAS—24

The world is full of ideas. What we need are more individuals who can take ideas out of the area of emotional belief and hotly argue for them, and detachedly put these ideas to work to prove their validity or expose their inadequacy. — WESTON LA BARRE, *Personnel Jnl*.

### INDUSTRY—25

This recession will be cured primarily in the mkt-place, rather than on Capitol Hill. But Uncle Sam can give a helping hand. — WM A McDONNELL, incoming pres, U S Chamber of Commerce.

## ....pathways to the past.....



**Medical Education Wk**

**Nat'l Secretaries Wk**

**Nat'l Y W C A Wk**

**Good Human Relations Wk (20-28)**

**Nat'l Garden Wk (21-27)**

**April 20 — Nat'l Mother-in-Law Day.** . . 55 yrs ago (1903) Andrew Carnegie gave \$1.5 million to bid The Hague Peace Palace, in the capital city of the Netherlands.

**April 21—140th anniv (1818) b of Henry Wheeler Shaw,** familiarly known as "Josh Billings," American homespun humorist. . . 25 yrs ago (1933) Pres Franklin D Roosevelt and Prime Minister Ramsay MacDonald, of Great Britain, conferred on proposals to ease world depression.

**April 22—A nice day to attend the circus.** And that's where Geo Washington could have been found 165 yrs ago (1793). He attended Rickett's Circus, Phila. It was 1st circus to exhibit in U S. . . 60 yrs ago (1898) U S S Nashville fired 1st shot in Spanish American War . . . On the same day, Theo Roosevelt resigned his post as Asst Sec'y of War to recruit his *Rough Riders* (officially, 1st Regiment U S Cavalry Volunteers.)

**April 23 — St George's Day.** . . *Nat'l Social Hygiene Day.* . . 175 yrs ago (1783) Washington College (Tenn) founded. It was 1st of many educational institutions to be named for Geo Washington. . . Regular steamship service across

the Atlantic was established 120 yrs ago (1838) when the steamer *Sirius* arrived in N Y from London, having made the voyage in 19 days.

**April 24—25 yrs ago (1933)** Chicago school teachers, unpaid for 10 mo's, stormed local banks demanding salaries totaling \$30 billion. They were victims of depression-ridden city's precarious finances. . . . The fathometer, pat'd 30 yrs ago (1928) greatly simplified measurements to determine depth of water. The invention of Herbert G Dorsey, of U S Coast & Geodetic Survey, it operates by electrical sounds and light signals. . . 5 yrs ago (1953) Winston Churchill knighted at Buckingham Palace by Queen Elizabeth II.

**April 25—St Mark's Day.** . . 60 yrs ago (1898) U S Congress formally declared war on Spain. . . 1st "Seeing Eye" dog presented to Morris S Frank, in Switzerland 30 yrs ago (1928). He brought it to U S in June of that yr.

**April 26—Confederate Memorial Day.** . . 1st engineering society of importance in U S was the Boston Society of Civil Engineers, org at Boston, Mass, 110 yrs ago (1848).

*Quote*

#### INDUSTRY—Executives—26

Does the privilege of "getting away from it all" on vacation expand as you progress up the ladder of executive success? No indeed — according to a *Sales Mgt* survey of top sales execs. Of 179 queried, 21 per cent had no vacation last yr. The other 79 per cent averaged something like 2 wks. But 51 per cent of these got calls from the office while they were away—and 48 per cent called in themselves to see how things were going. — *Horizons*, syndicated by Cambridge Assoc's, Boston.

#### INTUITION—27

It is not schooling which gives a man intuition. It is listening; the open door thru which ideas enter.—JESSICA SOMERS DRIVER, *Speak for Yourself* (Harper).

#### JUVENILE DELINQUENCY—28

Do you want to know why juveniles act as they do today? It's because father and mother act like juveniles. — *Weyerhaeuser News*, hm, Weyerhaeuser Timber Co.

#### LIFE—Living—29

Madame Marie Curie, the scientist, once wrote to her children, "I send you my best wishes for a yr in which you will have pleasure in living every day without waiting for the days to be gone before finding charm in them, and without putting all hope of pleasure in the days to come."—HALFORD E LUCCOCK, *Christian Herald*.

" "

We can't repair the past—but we don't have to repeat it.—ARNOLD H GLASOW.

*Quote*

#### MARRIAGE—30

Making a go of marriage is a matter of making a go of life. Rabbi Brickner has said, "Success in marriage is much more than finding the right person; it is a matter of being the right person." What we marry *for* is not as important as what we marry *with*.—"Sermon Starters," *New Christian Advocate*, 3-'58.

#### MARRIED LIFE—31

Husbands who are confined to the dog-house a great deal of the time would be well conditioned and also probably willing to make a trip to the moon.—*Cincinnati Enquirer*.

#### MODERN AGE—32

Last yr 400 new U S shopping centers were opened; in 1950 there were less than 100 in the country. — *Horizons*, syndicated by Cambridge Assoc's, Boston.

#### MUSIC—Jazz—33

Some square fellow once asked the late, great Fats Waller just what jazz was, and Fats looked up at him and said, "Man, if you don't know what it is, don't mess with it."—"All This Jazz," by BENNY GOODMAN as told to HELEN MARKEL, *Good Housekeeping*, 4-'58.

#### OPPORTUNITY—34

Smallpox vaccine, penicillin and sacherine have one thing in common: they were discovered by accident. Medical history is filled with "happy accidents" like these. Of course such discoveries are never pure luck. They come about only because men are alert enough to fathom their usefulness.—Editorial, *Nat'l Parent-Teacher* (3-'58).



# Tempo of the Times

Cosmogony is perhaps the oldest of our speculative sciences. Man has ever turned a quizzical eye upon his earth, the neighboring sun, moon and stars. From primitive superstitions and mystic delusions, his ideas have grown with the expanding body of knowledge.

Amongst the more revolutionary cosmologists of our time stands British-born Dr Thos Gold, now of Harvard Univ. With associates Bondi and Hoyle he set out 5 yrs ago to disprove the commonly-accepted theory that the universe originated thru the explosion of a gaseous state; that the resulting material elements formed galaxies, catapulting into outward motion and kept hurtling thru space as a consequence of that explosive momentum.

In some respects the "new cosmology" (a Harvard wag once termed it "the Gold Standard") is more esoteric than the "explosive" theory. "The universe always has been—is and ever will be" is a rough approximation of the Golden philosophy. The universe did not "begin" at a specified time and place, and the evolutionary process continues. While some galaxies are rushing away from ours, new ones appear to take their place.

"We can, by several methods, determine the age of stars," explains Dr Gold, "and accumulating evidence indicates certain galaxies are notably older than others. This evidence supports the theory of continuous creation."

Further substantiation may now

be at hand. Just-developed radio-wave amplifiers, used with powerful radio telescopes, may permit contact with galaxies well beyond our present range. If a closer study of these distant galaxies tends to confirm the age-variation factor, the theory of continuous creation will be substantively strengthened.

" "

At the Internat'l Flower Show, held in New York's Coliseum a fortnight ago, the Hayden Planetarium has an exhibit of mosses and lichens, backed by a placard posing the question: "Would you like to garden on Mars?"

Most gardening enthusiasts gave a negative nod as they contrasted the rather drab display with the flowering abundance about them. Attendants explained that, to the best of our knowledge, the temperatures prevailing on Mars, the thin air, and the presumed lack of water, would prevent any except the more primitive forms of vegetation, such as are found in our Arctic circles and in the higher altitudes of N America and Europe.

Flower-show visitors were not impressed. "I'll wait until they get it air-conditioned and steam-heated," said a typical observer.

*Quote*

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**PARENTHOOD—35**

Parenthood is partnership with God. Its purpose is to bring children into the world, and then to work long and hard to inculcate in each child an appreciation of eternal truths, of moral and social responsibility. Parents who do not understand this truth lack the personal and moral responsibility necessary to help their children.—JAS J BRENNAN, "Hoods or He-Men?" *Social Order*.

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99  
The "un-cinched" look  
In the new "chemise"  
Must make men wonder  
Where to squeeze!

—MADGE M LANE.  
36

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99  
**PERSPECTIVE—37**

An artist was traveling thru the country and stopped at a farm house for the night. Early the next morning he was admiring the beautiful view of the sunrise from the kitchen window. He inq'd of the farmer's wife if she did not enjoy it. She looked at him in astonishment and repl'd: "I never have time to look at it." They stood watching the sunrise and talked about the beauty in the world about them. For the first time in her life had the farmer's wife taken time to see this beauty which would enrich her life.—Mrs E J THOMAS, "God Speaks Thru Nature," *Indiana Parent-Teacher*.

**POPULATION—38**

The world of 1958 consists of 2.75 billion people. Approx 1 billion are

living under the Sino-Soviet Communist dictatorship. 1.75 billion are not under this dictatorship, and these are the people of the free world. There are nearly 175 million people in the U S. The rest . . . represent the balance of power in our world today.—C DOUGLAS DILLON, Deputy Under-Sec'y of State for Economic Affairs, quoted in *Current History*.

**PREACHERS—Preaching—39**

Too many sermons are hung on texts like hats on a hat-tree.—*Universalist Leader*.

**RELIGION—40**

You never will be saved by works; but let us tell you most solemnly that you never will be saved *without* works.—THEODORE L CUYLER, *Alliance Witness*.

**RUSSIA—America—41**

There are no differences between the 2 great powers (Russia and America) that \$5 billion trade a yr between them would not eliminate. You just don't fight with a customer. History shows that where there has been an interdependence of nations there has not been war between them. — JAS F LINCOLN, pres, Lincoln Electric Co, addressing Cleveland City Club.

**SAFETY—Safe Driving—42**

The automobile may have replaced the horse, but the man who drives should stay on the wagon.—MAURICE SEITTER.

**SALESMANSHIP—43**

Salesmen should remember customers are interested in the results and benefits they derive from your goods, rather than the goods itself. Millions of drills are sold—not because folks want drills, but because they want holes! — P-K Sideliner, hm, Peter Kuntz Co.

*Quote*

## SCIENCE—44

In this country, we have emphasized the application of science to the production of things for mat'l welfare. We have even been accused, from time to time, of confusing scientific achievement with the production of egg beaters and car-washing compounds. I cannot dismiss utilitarian goals as unworthy of scientific application. It is indeed the ubiquitous nature of our scientific effort which stands in contrast with science as practiced in other countries, and particularly in the Soviet Union.—CRAWFORD H GREENEWALT, Pres of Du Pont, *Chemical & Engineering News*.

## TEACHERS—Teaching—45

The teacher has the greatest profession, for thru the hands of our instructors pass all mbrs of every profession. — JESSE STUART, *Phi Delta Kappan*.

## TRUTH—46

To hear truth and not accept it does not nullify truth.—*Brotherhood Jnl*, Southern Baptist Convention.

## VIEWPOINT—47

The great philosophers of the Middle Ages enunciated a dry but universal principle: "Whatever is rec'd, is rec'd according to the manner of the one receiving it." For example, food laid on a rock is not rec'd in the same manner as food laid on the tongue; a sunset seen by a cow is not the same as a sunset seen by a poet, a child is endowed with a thousand qualities of attractiveness and love-worthiness which escape the cranky old bachelor.—Bishop FULTON J SHEEN, syndicated col.

## WAR—48

"Only incredible stupidity could start another war," says one of our leaders. And that's just the very stuff the world has plenty of, too.—BILL VAUGHAN, *V F W Mag*.

”

Among story tellers I think asinine

Are those who always repeat the punch line.

Also the ones who, in ignorant bliss,

Start every story with, "Have you heard this?"

And then, if you have, go on to say,

"Ah, but I tell it a different way."

And then there are those who, hearing no laughter,

Explain the story all evening after,

Resorting to everything but spelling it;

Still worse are those who giggle while telling it.

But the ones I consider the most nefarious

Say, "To me this joke is simply hilarious,

But it probably won't even give you a buzz."

And they're right. . . .

With that build-up, it seldom does.

—SUZANNE DOUGLAS.

49

”

## YOUTH—50

A teenager is grown up when he thinks it is more important to pass an examination than to pass the car ahead.—*Banking*.

*Quote*

# GOOD STORIES

you can use...



## I Laughed At This One

IVERN BOYETT

It was a good sermon; the minister had worked hard and long on it. But, approaching the conclusion, he was acutely aware that he had lost most of his listeners in the process of delivery.

Finishing his discourse, the minister said quietly: "I hope it's true."

Startled into attention, the congregation looked up expectantly.

"I hope it's true," the minister repeated, slowly and deliberately. "For if it is true that you can learn while you sleep, I'll have the best-informed parishoners in town!"

Normally the play was bad, but this night it reached a new low. The prompter could have been mistaken for the leading man; one set collapsed in the middle of a dramatic pause and the actors read their lines with all the expression of a cigar store Indian. The audience sat in boredom for the first act, but as the second act started going, so did the people.

Finally, after a very undramatic climax in which the hero had saved his sweetheart from a band of ferocious Indians who were attacking the settlement, he turned to her with a silly look on his face and said with a wide sweep of his hand: "There, darling. I have driven them all away."

Came a high-pitched voice from the last row: "Not yet, youngster, they're about ten of us stragglers left in back."—DON WILLS, *American Mercury*. a

" "

An old man had the habit of always prophesying great calamities to his friends. One day he was predicting to a disgusted listener that a great famine was coming soon, and dolefully asked, "And what would you say, my friend, if in a short time the rivers in our country would all dry up?"

"I'd say," was the tired answer, "go thou and do likewise."—*Cap-per's Wkly*. b

*Quote*

When space travel becomes common there will still be those of us who will be able to afford a vacation only on the dark side of the moon.—*Door County (Wis) Advocate*. c

" "

The wedding ceremony was at an end. The bride dabbed at her pretty eyes with a filmy handkerchief. One of the bridesmaids was also affected to tears. "Why do you weep?" asked a gentleman guest. "It's not your wedding."

The girl looked at him scornfully. "That's the reason!" she snapped.—*Oral Hygiene*. d



# .....Quote-able QUIPS .....

Family life in France:

Two Parisians were walking in the park when suddenly one grabbed the other by the arm.

"*Sacrebleu!*" he cried. "Zere goes my wife with my girl friend!"

"*Mon Dieu!*" exclaimed the other. "You just took ze words right out of my mouth!" — E E KENYON, *American Wkly.* e

" "

A man arose early one morning last wk to surprise his family with hot oatmeal for breakfast.

He was dishing out a bowl for Jimmy, 3, when Jimmy walked in to the kitchen.

"Want honey on it?" his dad asked.

"Yes," Jimmy said.

"And milk?"

"Yes."

"Butter in it, too?"

"Yes."

He gave the bowl to Jimmy. The youngster stared at it for a while, then pushed it away.

"You've got everything you want in it," his dad said. "Why don't you eat it?"

"I don't like oatmeal," said Jimmy.—*Milwaukee Jnl.* f

" "

A Texas lad rushed home from kindergarten and insisted his mother buy him a set of pistols, holsters and gun belt.

"Why, whatever for, dear?" mother asked. "You're not going to tell me you need them for school?"

"Yes, I do," he asserted. "Teacher said tomorrow she's going to teach us to draw."—*Minneapolis Tribune.* g

There's a lot to be said for the younger generation, but it's hard to understand what their side is saying.—CHARLES RUFFING.

" "

With the average young couple, it's usually a race to see if the fellow's line gets over before the girl draws one.—DAN BENNETT.

" "

Nothing helps a child to get along on a modest allowance so much as receiving it frequently.—FRANKLIN P JONES.

" "

In times of trial, there's no greater comfort than a good lawyer.—A A SCHILLING.

" "

Keeping her mouth shut makes a girl more kissable.—CY N PEACE.

" "

An allowance is what you pay your children to live with you. — JACK HERBERT.

" "

Love is one game that most girls like to see end in a tie.—KIM McGINNIS.

" "

About the only thing children seem able to get along without these days is necessities. — ROBT GUILTINAN.

" "

There's this to be said for those who have loved and lost: they don't get drafted to attend P-TA meetings!—DAN VALENTINE.

*Quote*

## light armour

Richard Armour



### Striking Back

*British TV viewers may get a chance to strike back at annoying commercials, by means of an electronic Bronx cheer. The device would allow a viewer to press a button and register a loud noise in the TV station's studio. — News item.*

The calmer British, well adjusted,  
With such a gadget may be trusted,  
For cheering of the Bronx variety  
Would not, in their polite society,  
Get out of hand and cause a fuss  
The way it likely would with us.

But over here when makers make  
us

A thing like this, there'll be a  
fracas

As ten or twenty million folks,  
Fed up with someone's claims and  
jokes

(He thinks the viewer is a dunce),  
Press on their buttons all at once.

Then at the TV station there  
Will be a din beyond compare,  
A razzing that will rise and swell  
Beyond the highest decibel,  
And TV people, though they work  
With cottoned ears, will go berserk.

Sad thought, to think of men made  
mad,

Or deaf at least—yes, very sad.  
And yet, despite this little hitch,  
My hopes are up, my fingers itch.

*Quote*

The country dance floor was jammed to the 4 walls and, after one number, a gallant youth said to a young lady beside him, "Thanks so much for the dance!"

"Dance?" she queried, aghast. "Why, I was just pushing thru the crowd to reach the refreshment stand." — *American Eagle*, hm, Forest Products Corp'n. h

" "

Arriving in heaven Messrs Khrushchev, Eisenhower and Macmillan met in a celestial bar. Confronting them was the sign "Anything you want?" The angel waitress first hovered beside Mr Khrushchev, who declared: "Yes, indeed, I want to destroy the U S, totally and completely."

The angel, not bothering to book his order, turned to Pres Eisenhower. "Well, if that's how Khrush feels," said Ike, "my order must be for Russia's complete and total destruction."

"And yours, sir? Your order." Mr Macmillan looked up, saw the shining face, smiled and said quietly: "Why, I'd like a nice cup of tea, please." And hardly had he spoken before the angel waitress was treating him to tea from a heavenly jug.

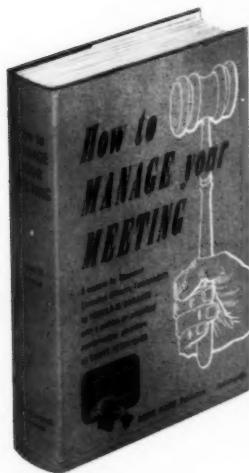
"And these other gentleman, what do they get?" asked the Prime Minister.

"Simply space," was the angel's answer.—PUCK, *Tit-Bits*, London. i

" "

An Episcopalian minister friend was promoted recently. That night when his young son was being tucked into bed, he asked his mother, "Now that daddy's a canon, does that make me a son-of-a-gun?" — OREN ARNOLD, *Presbyterian Life*. j

**If you are ever called on  
to manage a meeting,  
THIS is your meat !**



### **The Author**

HAROLD DONAHUE manages meetings. He has made it a successful profession. In his native London, Ontario, they call him "the Dynamo of the Dominion." On any given day he may have from one to three meetings progressing under his skilled direction. And he has the ability to share with you the fruits of his experience.



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### The Doctors Diagnose

HELEN TRAUBEL, opera star: "The trouble with opera in the U S is that it is trying to sell caviar to a hamburger-eating country."

1-Q-t

" "

NAT KING COLE, entertainer: "In television now entertainment isn't the essence. Quality isn't the thing. Everybody wants to know — how many people are looking?"

2-Q-t

" "

FRANK LLOYD WRIGHT, architect: "American passion for ugliness and gadgetry dooms our big cities. They are afflicted with arthritis and will succumb."

3-Q-t

## SECOND CLASS MATTER

*Edited by Alice Jacobs*

If the coming of spring has inspired you to paint your house, this could be just what you're looking for. There's a new latex house paint which, according to the mfr, you can apply right over damp surfaces. This lets you paint your house over a wk-end, regardless of weather. It flows easily and dries so quickly that you can put on a second coat without moving the ladder. \$7.95 a gallon. For further information, write *Magicolor*, 2841 S Ashland, Chicago, Ill.

The coming of spring and its rains may lead you to look for a good way to pump out the cellar. Or you may want to empty a boat

or a swimming pool of water. A new garden hose attachment which uses water power for these purposes is being mktd by *Siphon-All Products*, Hempstead, N Y. It's a 5-inch long piece of pipe with a nozzle at each end and one in the middle. Water from a garden hose running into one end creates suction on the middle nozzle, which draws up unwanted water. The waste water is then discharged thru the nozzle at the other end of the pipe. This device can drain more than 400 gallons an hr, and draw water from depth of 22 ft. Only \$2.95.

